



keep.meSAFE



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In partnership with

MORNEAU
SHEPELL 



Program Background



Understanding unique
needs and experiences
of international
students



Culture and
language
matching



Connecting with
students through
technology



The My SSP App



Chat support and content available in Simplified Chinese, Korean, Arabic, Spanish, English & French



Telephone or chat with a counsellor directly through the app 24/7/365



Receive push notifications about the app, content, and support available





24/7/365 Student Support by Native Speaking Counsellors

Immediate Support



Telephone

Available in 35 languages
by native speakers



Chat

Available in Simplified Chinese, Korean,
Arabic, Spanish, English, French



App

Ongoing Support



Telephone

Available in over 60 languages by native speakers



Video





Highly Qualified Support



Multicultural, multilingual expertise and personal international experience



Participation in ongoing professional development, including digital methods of counselling and emerging international student issues



Expertise and experience with international students



Minimum of Master's Degree in counselling related field, licensed and with a minimum of five years experience





Outcomes Based Success Measures



User Profile
(demographics)



Access patterns
(time of day,
re-access)



Pre and post
measures



Access modality
(tele, online, app)



Presenting
issues



Top Reasons Students Are Reaching Out For Support



Depression



Stress



Anxiety



Cultural/Adaptation
Issues

*"We want this to be shared with every institution across North America."
- International Program Director*



Canada Snapshot

September 2018 - May 2019



Top 3 Presenting Issues 2018/19:

- Stress (23%)
- Anxiety (20%)
- Depression (11%)



Suicidal Risk:
2.16%



Chat Engagement:
4pm to Midnight – 47%
Midnight to 8am – 28%
8am to 4pm – 25%



Chat by Day of the Week:
Highest Usage:
Wednesday (17%)
Lowest Usage:
Saturday (10%)

2018/19 Pre-Post Data

Survey questions are asked of students before and after SSP intervention.



% of students
expressing concerns
regarding ability to stay
in school

Pre: 17%
Post: 8%



% of students
expressing concern
regarding ability to be
Productive (classes,
projects, exams)

Pre: 27%
Post: 12%



% of students
indicating 'very or
extremely' concerned
about the issue

Pre: 52%
Post: 23%

*1-5 Likert Scale (1-Not at all concerned to 5-Extremely Concerned)



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2018 Full Campus Data

84%

Of calls and chats come from students who say they have never visited their campus counselling centers

52%

Of these students say they have never sought support anywhere else

69%

Of initial contact is via Chat



JED Foundation: Morneau Shepell Research Study

A two year study examining the impact culture and language support via technology has on student help seeking, emotional health, stress and intent to persist.



18,253

International students



8

Institutions

Early results from our research study into the ISSP

31%

Engagement

52%

Non-English Access

45%

Chinese students

Support Method

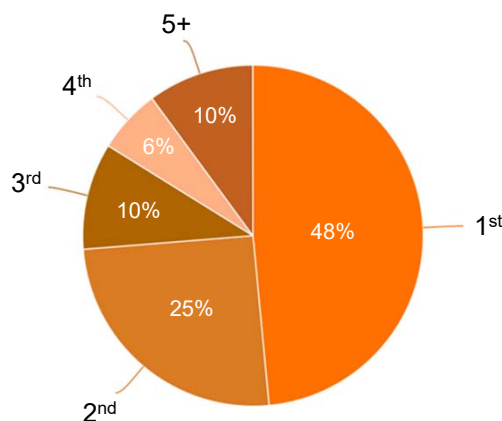


Chat
44%



Telephone
56%

Year of Study



Time of Call



Office Hours
43%



After Hours
57%

44% of students have never utilized on-campus support & 70% have not reached out to CAPS.



Consultative Support

keep.meSAFE also provides direct support to staff and faculty who work with students. This is an opportunity for a staff/faculty member, resident advisor or other leader, to consult with a clinician on a student-related issue.

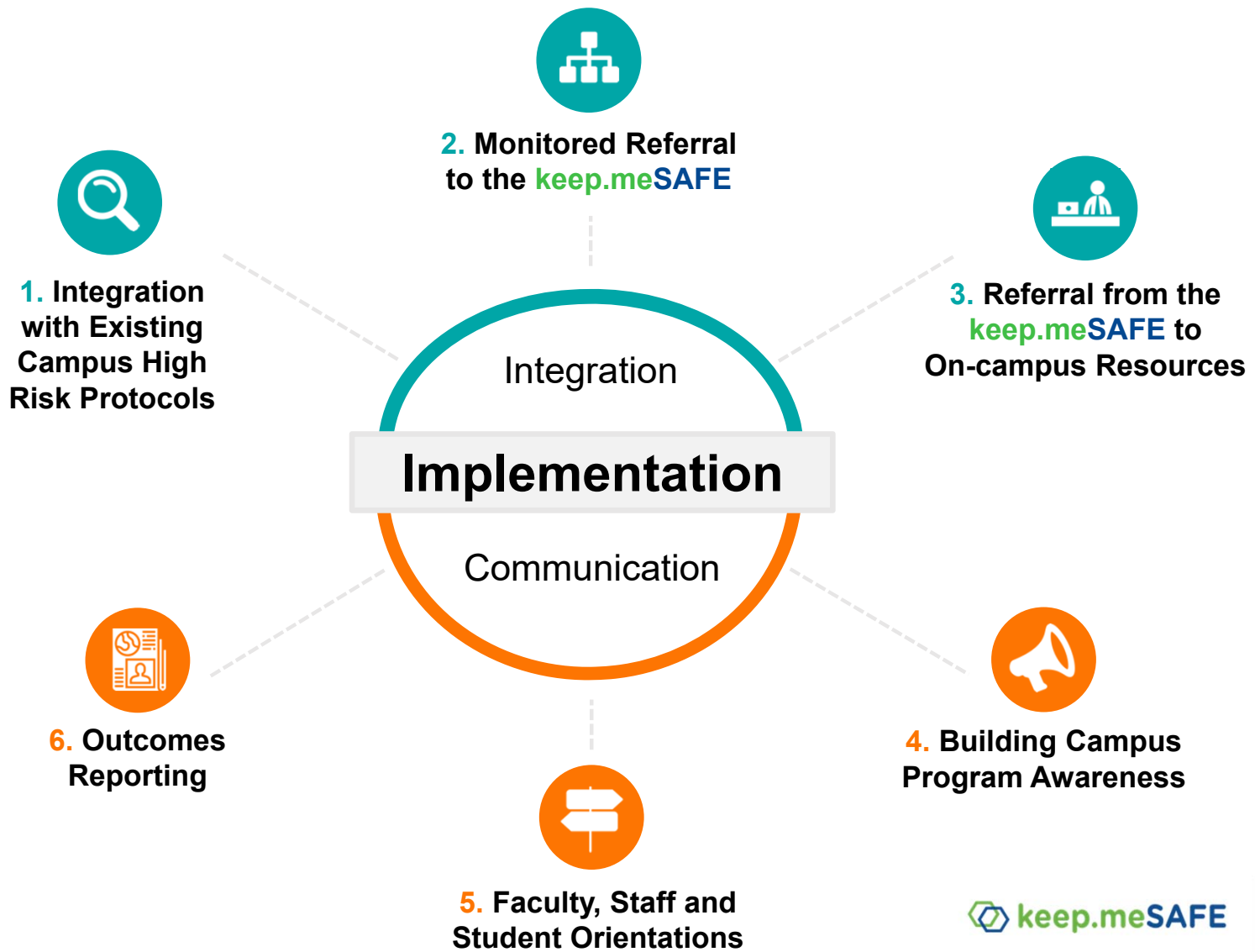
Examples of why staff and faculty may wish to seek consultative support

- Supporting distressed or distressing students
- Supporting withdrawn or isolated students
- Responding an inquiry about an undesirable grade
- Navigating communication difficulties, language barriers or cultural norms



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Campus Integration

The **keep.meSAFE** Program is a highly customizable program that integrates with an institution's stakeholder groups.

Example Points of Integration:

- International Office
- Student Success
- Student Wellness Hub
- Campus Security
- Student Society, Faculty
- Internal Communications and Marketing



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Building Campus Awareness: Communication

- Dedicated Account Manager
- In-Depth Reporting
- Orientation
- Campus Ambassadors
- Digital Engagement
- School Events
- Educational Opportunities



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Case Study

Best Practice Implementation

Campus Awareness:

- Dedicated on campus **keep.meSAFE** Coordinator
- Main point of contact and “go-to” point person
- Engagement from diverse group of on campus stakeholders



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The logo features three overlapping white hexagons on the left, followed by the text "keep.meSAFE" in a white, lowercase, sans-serif font. The background is a teal wall with light rays emanating from the top left.

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